

THREE RINGS

BALLANTINE NEWSPAPER

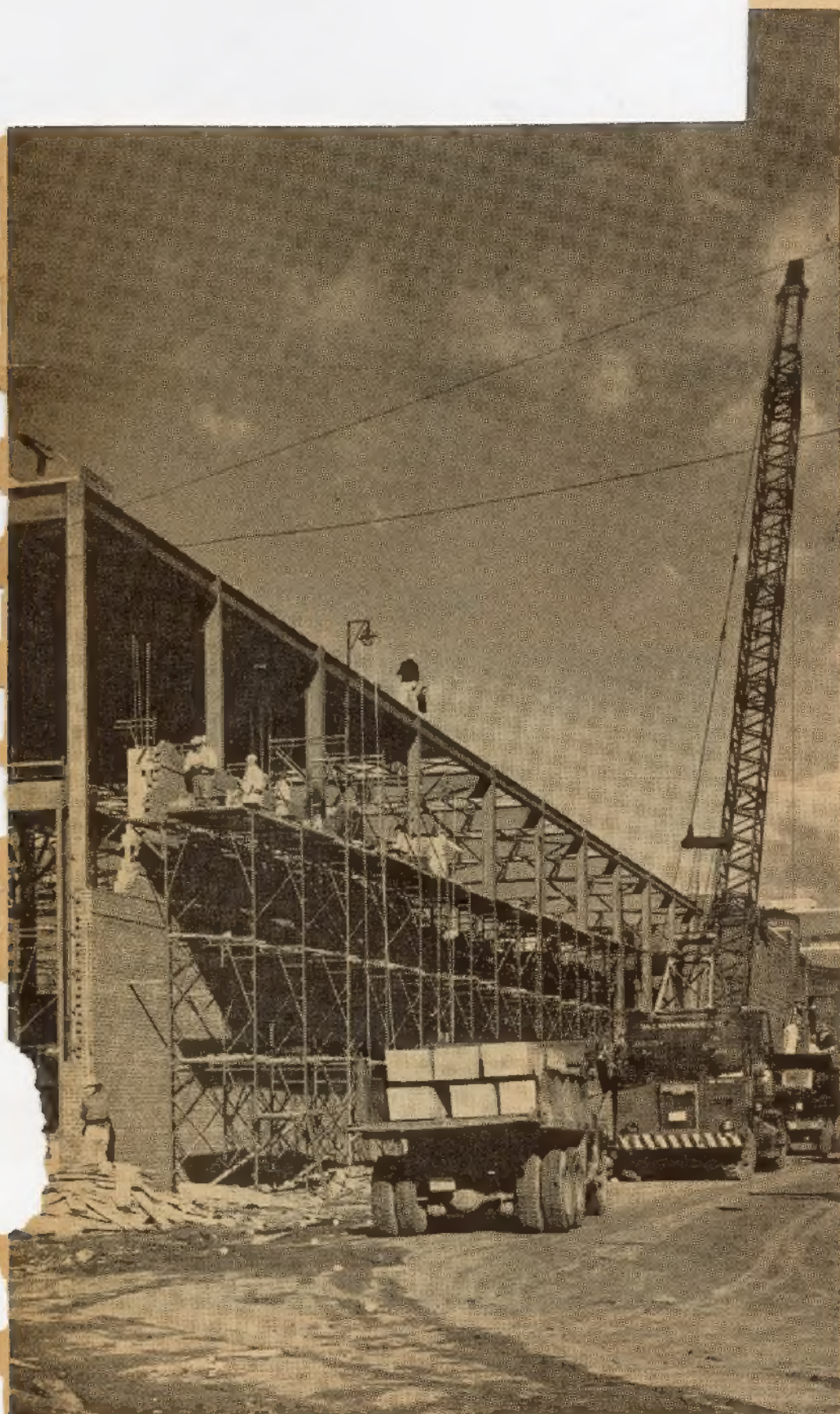


P. BALLANTINE & SONS

October 1961

CHARITIES FUND RAISE DRIVE OPENS

Story on Page 3



Going Up. Late this month workmen will finish the walls and roof of this section of the new plant located in the vicinity of the old Plant 1 Yard. This is the last of the areas designated for Warehouse purposes to be put under cover. This particular section will house our rail unloading facilities and empty bottle storage.



Appealing. The Three Ring Charities Drive now underway aids more than 70 agencies including the one which assists children like those shown here. Transportation's Maureen Costello and Kathleen McCabe met the tots first hand when they visited the Cerebral Palsy Center in Belleville last week.

PINPOINTED . . .

Up The Ladder

Promotions in the news: *Harold Naumann* from District Manager to Boro Manager, N. Y. C. Bottle Sales . . . *Kenneth Hankins* from Field Analyst to Field Research Supervisor, Market Research . . . *Robert Seitz* from Merchandising Representative to Bottle Salesman, N. Y. C. Sales . . . *John Nemetz* from Market Analyst to Statistics Supervisor, Market Research . . . *Robert Kopec* from Messenger, Credit, to Clerk, Production Planning and Control . . . *John McMennamin* from Market Analyst to Market Analysis Supervisor, Market Research.

* * *

Right Combination

The combination of honesty and a little translation restored a lost wallet to its rightful Ballantine owner last month . . . Here's how it happened: *John Herzer*, a Machinist, found the wallet which contained a sum of money but no owner's identification . . . John turned the wallet over to the Personnel Division hoping to find the owner through the Lost and Found Department . . . In examining the miscellaneous papers in the wallet, a note written in Ukrainian was found . . . With the help of Porter *John Ilensky*, who translated the note, the owner of the wallet was identified as *Thomas Korduva*, also one of our Porters . . . While we're on the subject of lost and found here's a tip for you . . . If you've lost anything in the Brewery area recently, don't give up the search until you've checked Personnel's Lost and Found . . . You might be pleasantly surprised.

* * *

Four Retire

Quarter Century Club member *Bernard L. Hoffman*, a Bottle Driver, was among four Ballantine employees who retired in recent weeks . . . The other three are Warehousing's *William DeJohn*, Brewing's *Elmer Farquhar*, and Bottling's *Edmund P. Mullin* . . . Our best wishes for a happy retirement go to them all.

* * *

Gets His Wings

Lt. Harold G. Hermes, who worked in the Technical Department last year after his graduation from Cornell University, received his "wings" recently at the Laredo Air Force Base . . . He has been assigned to fly the F-100 and will receive additional training at Phoenix, Arizona . . . He is the son of *Dietrich Hermes* of the Accounting Department.

* * *

Expresses Thanks

Mrs. Harold McCabe, widow of Warehouseman *Harold McCabe* sent a note to the Brewery last month which said, "Sincerest thanks are expressed by myself, my son, Charles, and the McCabe family for your kindness at a time when it was most needed and appreciated."

* * *

Heads Holy Name Society

Marc O'Connell, Shift Maintenance Supervisor in the Plant Engineering Department, has been elected President of the Holy Name Society of the Church of Our Lady of Mercy in Whippany . . . Marc is also a manager in the Little League and committeeman of Troop 42, Boy Scouts.

* * *

New Sales Posts

Vice President *William H. Alley* has announced the formation of a new sales division, named the Mid Atlantic Division, which will comprise Staten Island, Long Island, Westchester, and the markets served by our distributors in Nyack and Middletown . . . *Frank Wynn* has been appointed Division Manager . . . Mr. Alley also announced that *Charles R. Sievers*, formerly Manager of the Albany Branch, has been appointed Manager of Special Sales . . . *Edward J. Nolan* succeeds Mr. Sievers as Albany Branch Manager . . . Mr. Nolan was formerly a District Sales Manager in the New England Division . . . He will report to Mr. F. A. Gibbs.

* * *

"Deeply Grateful"

Anne O'Neil, wife of Bottle Driver *Joseph O'Neil*, sent the following note to the Brewery last month: "May I take this opportunity to thank all the personnel of Ballantine who in any way assisted in easing my five months of hospitalization . . . All the wonderful blood donations, ambulance service, good wishes, hospital service, and the other items too numerous to mention . . . I am sure that only this help and prayers have been responsible for my survival . . . On behalf of my husband and myself I find I can only say I am deeply grateful and God bless you all."

* * *

Guests of Honor

A farewell party was given to *Charles R. Sievers* by the Albany Branch shortly before his departure for his new Sales Department position here in Newark . . . *Edward J. Nolan*, the new Albany Branch Manager, was welcomed at the same affair.

* * *

Honored at Party

Bottle Driver *Bennie Hoffman* was given a retirement party by his many friends on Saturday, October 14th, at Joyce's Tavern . . . *Andy Dempsey* was master of ceremonies at the affair . . . *John Slater* was chairman of the committee which planned the party.

36 Receive Service Pins

Service Pins were awarded to 36 employees during September.

The recipients were:

20 Years

Paul S. Bencsko, Jr., Delivery
Kenneth F. Blume, Delivery
Arthur H. Buehrer, Shift Supervisor, Delivery
Joseph Dorst, Bottling
Charles J. Holland, Warehousing
Thomas J. Kelly, Warehousing

15 Years

Rose H. Balogh, Credit
Edward Z. Brulenski, Brewing
William Cherney, Bottling
Patrick J. Christian, Warehousing
Adolph D. Hoff, Brewing
John Kubik, Brewing
Joseph W. Lucas, Engineering
Donald F. Mac Donald, Hamden Conn. Branch
Edward W. Ness, Engineering
John J. O'Connell, Warehousing
Edwin G. Russell, Brewing
John L. Sanderson, Fairfield Conn. Branch
Anthony F. Walendzinski, Brewing
Vincent J. Zambauskas, Brewing

10 Years

Leon Burns, Garage
Chester L. Menkowski, Bottling
John F. Miller, District Sales Manager
George W. Olsen, District Sales Manager

5 Years

Ethel P. Campbell, Production, Planning & Control
Thomas M. Davis, N. Y. C. Bottle Sales
Alice M. Farrow, Purchasing
Michael Jupka, N. J. Bottle Sales
Mary A. Keelan, Accounting
Edward P. McMennamin, Merchandising Representative
Helen Meyer, Credit
Ernest J. Mullen, District Sales Representative
Mae B. Rice, Credit
Edward J. Whalen, Tillson N. Y. Branch
Dorothy J. Wiegand, Production, Planning & Control
Lena K. Zara, Credit

Record Offer

When you opened this edition of Three Rings Newspaper you probably noticed two coupons which were mailed along with the paper. Each coupon, along with 50 cents, is good for a special, seven-inch, 33 and 1/3 long playing record featuring Mitch Miller and his Sing Along Chorus. The record, worth \$1.29, is a sensational bargain offered by Ballantine.

Titled "Golden Harvest Sing Along", the disc features nine all time sing along favorites by Mitch and the gang. A specially-prepared song sheet with the lyrics to the nine great songs on the record, along with other favorites, is sent to anyone purchasing the disc at the special 50 cents price. Send for yours today. Give your extra coupon to a friend or relative who may want to take advantage of the offer.

INDUSTRY NEWS

Trade Praise

A recent edition of the USBA News Letter, the weekly circulated throughout the brewing industry, reported happily last month that four USBA members, including Ballantine, were among companies praised in a recent issue of Sales Management magazine, for effective, low-cost daytime, network television advertising.

Said the News Letter: "An article

entitled, 'Smaller Advertisers Make Hay While the Sun Shines,' lauded the brewers and other firms for investing wisely in daytime network TV, employing the sight and sound medium to realize seasonal opportunities or solve temporary problems, and making good use of the large networks' regional outlets. (Ed. note: Ballantine's daytime network TV sponsorships consist of pro football and major league baseball coverage.)

VISIT MITCH



Two members of Ballantine's Glee Club visited a "Sing Along With Mitch" rehearsal this month. The two, Ruth Southwick and Gus Norulak, are pictured here with the maestro himself, Mitch Miller. As Glee Club members, the sight of a group enjoying singing together was a familiar one to the Ballantine duo. (Incidentally, you can enjoy singing together, too, by joining the Glee Club. All are welcome. Call extension 201 for additional information.) Mitch proved to be an entertaining as well as a pleasant host as he and his cast rehearsed an upcoming show in the "Sing Along With Mitch" series. Mitch's show, which started its new season late last month, is delighting millions again and is an outstanding rating hit. You can catch it Thursdays at 10 on NBC-TV.

Employee Parking

By the time this reaches you paving of the area near the silos, which will hold about 150 employee cars, should be completed. By now, too, you should have a sticker for your car which will help make it easier for our Plant Security people to weed out vehicles that don't belong in lots the Company has set aside for employee use.

These two developments are the latest in a series of moves the Company has made to provide employees with modern parking facilities.

Counting the silo area, the Raymond Boulevard lot, the Freeman Street space near the Boulevard, and the area across the street from the old Transportation building, facilities are now available for 920 cars. These areas eat up about six and a half acres of land.

In addition to improvements already made, the Company plans the following for the future: A) More of the area across from the former Transportation building will be opened for employee parking; and B) To make it easier to cross Raymond Boulevard a traffic light will be requested for Freeman Street and the Boulevard.

Now that we've told you what the Company has done and is doing to help employees with their parking woes, let's mention what you yourself can do.

First and most important park carefully. Don't waste parking space. If you own a small car help out your neighbors with bigger vehicles by searching for small parking areas. Finally, if you don't have to take the car to work, and public transportation is easily available, why not leave it home?

In the past, the Company has cooperated fully with employees to ease the parking situation. Because the cooperation has been mutual the Company has made improvements and will continue to seek ways to make the parking situation more comfortable for all concerned. In the meantime your continued cooperation will be essential.

New Headquarters

Three Ring Charities Appeal Seeks Funds to Aid Needy

The once-a-year Three Ring Charities Fund Drive, seeking donations to aid the needy of all ages, got underway at the Brewery this month. The drive is for the benefit of over 70 agencies represented by the United Appeals Campaign of Newark, Irvington and West Hudson.

Waiting anxiously in the background are men, women and children desperately in need of the kind of aid only a successful campaign can provide.

Headed by general chairman Rudy Munz of the Personnel Division, the campaign committee is seeking to raise \$48,000—a goal that can be reached considering \$47,188 was raised during the last drive. Mr. Munz points out, however, "This amount, while only several hundred dollars over last year's total, cannot be raised if all who contributed last year don't support the new drive as vigorously as they have in the past."

He added, "We're hoping that those already giving their fair share each payday will continue to do so, and that those whose donations have been small can see their way to giving just a little bit more. If both these objectives are reached we will have little or no trouble realizing our goal. All donations, of course, are voluntary."

Reaching goals is nothing new for Ballantine's Newark employees. In each of the last nine annual campaigns they topped their pre-



Before the Three Ring Charities Drive got started, general chairman Rudy Munz outlined plans for the campaign at a committee meeting. Part of the group which attended the session is shown here. Every department is represented on the committee.

vious year's record for generous giving. In fact, the Ballantine employee contributions have made our Brewery the largest contributor in the entire Industry-Labor Division of United Appeals.

If you haven't been contacted al-

ready, your department representative will probably be speaking to you in the next few days and will ask for your pledge to help make the Three Ring Charities appeal a success. Before you answer, please remember—your contribution will assist those who cannot help themselves.

In The Family

Married. Edward Grubel, Warehousing, to Mary Okulik at a ceremony in Bloomfield.

Married. William A. McFarlane, Delivery, to Ruth Villanova at a ceremony in East Newark.

Married. Joanne S. Sautto, Delivery, to Louis Ripa, at a ceremony in Orange.

Married. Mary Tofel, Credit, to Charles Knehr at a ceremony in Newark.

Married. Margaret Cushion, Delivery, to Charles McCabe at a ceremony in Newark.

Married. Cecelia Knof, Delivery, to Graham Scott, at a ceremony in East Orange.

Married. John Kriney, Bottling Department Supervisor, to Florence M. Conerty at a ceremony in Verona.

Born. A daughter, Marianne, to Mr. and Mrs. Charles R. Sievers at Brady Maternity Hospital, Albany. Marianne weighed six pounds, five ounces at birth. She joins two sisters in the Sievers household. Dad is Manager of Special Sales.

Born. A daughter, Kathleen, to Mr. and Mrs. John Paxton. Kathleen weighed eight pounds, six ounces at birth. Her mom, Pat McCann Paxton, worked in the Personnel Division before leaving Ballantine earlier this year.

Born. A son, Gregory Christopher, to Mr. and Mrs. Lawrence Evans at Mid Island Hospital, Bethpage, L. I. Gregory weighed seven pounds, 13 ounces at birth. He joins a brother and a sister in the Evans household. Dad works in New York City Bottle Sales.

Born. A daughter, Kathleen, to Mr. and Mrs. Donald Cabella at Brunswick Hospital, Amityville, L. I. Kathleen weighed seven pounds, 11 ounces at birth. She joins three sisters and a brother in the Cabella household. Dad works in New York City Bottle Sales.

Born. A son, Vincent Cole, Jr., to Mr. and Mrs. Vincent Cole at St. Joseph's Hospital. Vincent, Jr. weighed seven pounds, nine and a half ounces at birth. His dad is a Supervisor in the Traffic Department at the Baltimore Branch.

ment at the Baltimore Branch.

Born. A son, John Patrick, to Mr. and Mrs. John Neale. John Patrick joins two brothers and four sisters in the Neale household. Dad works in the Advertising Department.

Born. A son, William, Jr., to Mr. and Mrs. William Muzzio. The new arrival weighed seven pounds, 15 ounces at birth. His mom, Dorothy Scheider Muzzio, worked in Credit before leaving Ballantine earlier this year.

JOIN WISE OWL CLUB



The two newest members of Ballantine's Wise Owl Club were awarded club plaques and pins by Personnel Manager Ludwig E. Schueler last Tuesday. In photo, from left, are Bottler George McGinnis, Warehouseman Dominick Vicinio, and Mr. Schueler. The Messrs. McGinnis and Vicinio earned Wise Owl Club membership because they were saved from possible eye damage recently by wearing their safety glasses on the job.

in May, 1944 and received his 15-Year Service Pin in 1959. He lived at 67 Hill Street, Bogota.

Joseph Andrulonis, Supervisor, N. Y. C. Telephone Sales. Mr. Andrulonis started at Ballantine in August, 1954 and received his 5-Year Service Pin in 1959. He lived at 83-12 35th Avenue, Jackson Heights, N. Y.

Philip Rivoli, Bottler. Mr. Rivoli started at Ballantine in May, 1943 and received his 15-year Service Pin in 1958. He lived at 495 So. 20th Street, Newark.

Christopher Hergenrother,

1940. He held several positions at Ballantine before undertaking his Trailer Division duties. Mr. Van Tassel would have received his 15-Year Service Pin in December of this year. He lived at 22 Locust Avenue, Millburn.

Frank Delan, Pensioner. Mr. Delan began his Ballantine career in February, 1943 as a Yardman and received his 15-year Service Pin in 1958. He retired in February, 1960. Mr. Delan lived at 397 Lafayette Street, Newark.

The sympathy of all of us at Ballantine goes to the families of these men.



HANDY TEAM — This is the Pipe Shop 2 team, one of the leaders in the Handy Division. Kneeling are Dan Dunn and Morris Weingast. Standing, from left, Frank Pierz, Philip Swichel and Tony Pallante. Francis Tivenan, also a member of the team, was not present when this photo was taken.

High Game Leaders Off To Good Start

It's a little early in the season for the men's bowling teams themselves to be making hot news but the individual high game leaders in each of the seven interdepartment league divisions are off to a very warm start.

At this writing there isn't a high game leader in any of the divisions who hasn't at least a 225 game to his credit. The over-all leader is Tippy O'Neill of the Body Division, who has already rolled a 267 game this season.

The other division leaders are Bill Walzer in the Extra Fine Division, who has registered a 257 game; Chester Seliga in the Flavor Division, a 245; Henry Sarn in the Handy Division, a 243; Henry Bobinski in the Three Ring Division, a 232; Walter Hoelderlin in the Purity

Division, a 230; and Bill Collmier in the Ale Division, a 225.

Tippy O'Neill holds the high series mark in the entire league with a 664 three-game score.

In the division races themselves no team has yet earned anything near a commanding lead. Competition is still very tight, so tight in fact that in one night's competition all of the present leaders could be knocked out of first place.

The situation in the Girls' Bowling League is just as close. At this writing the Belle Hops, the Six Packs, and the 1840 Bloomer Girls teams are all tied for first place. There's a two-way tie for second and a three-way tie for third. Helen Miller leads in the high game department with a 210. Helen also holds the high three-game series mark with a 494.



Harry Keifer



Tom Ryder



Pete Galioto

Golf Tournament Honors To Harry Keifer and Sid Enzer

Harry Keifer and Sid Enzer tied for the low gross honors with scores of 73 in the "A" Flight of the annual Employees' Fall Golf Tournament held on Columbus Day.

Walter Duffy took the "B" Flight low gross honors with an 84 and Art Zayat turned the trick in the "C" Flight with a 100.

Alexander Hoch earned the "A" Flight low net award with a 64 while Ted Tarasko won in the "B" Flight with a 59. Dominick Al-

legriano and Robert Robin tied for the trophy in the "C" competition with low nets of 69.

Pete Galioto won the tournament's hole-in-one contest. Pete hit a shot that landed a little over

eleven feet from the cup. The long drive contest was won by Tom Ryder. Tom's prize winning blast travelled 276 yards.

A total of 170 men took part in the tourney.

Softball Nine Wins Industrial League Title Again

Ballantine's softball nine wrapped up its third straight Ironbound Industrial Softball League championship last month by defeating a determined Linde team, 7-2, in a play off game.

The play off was necessary because under league rules the season's competition is divided into halves with the first half winner meeting the second half winner to decide the championship. Ballantine's nine had earned the first half honors and the Linde team the second.

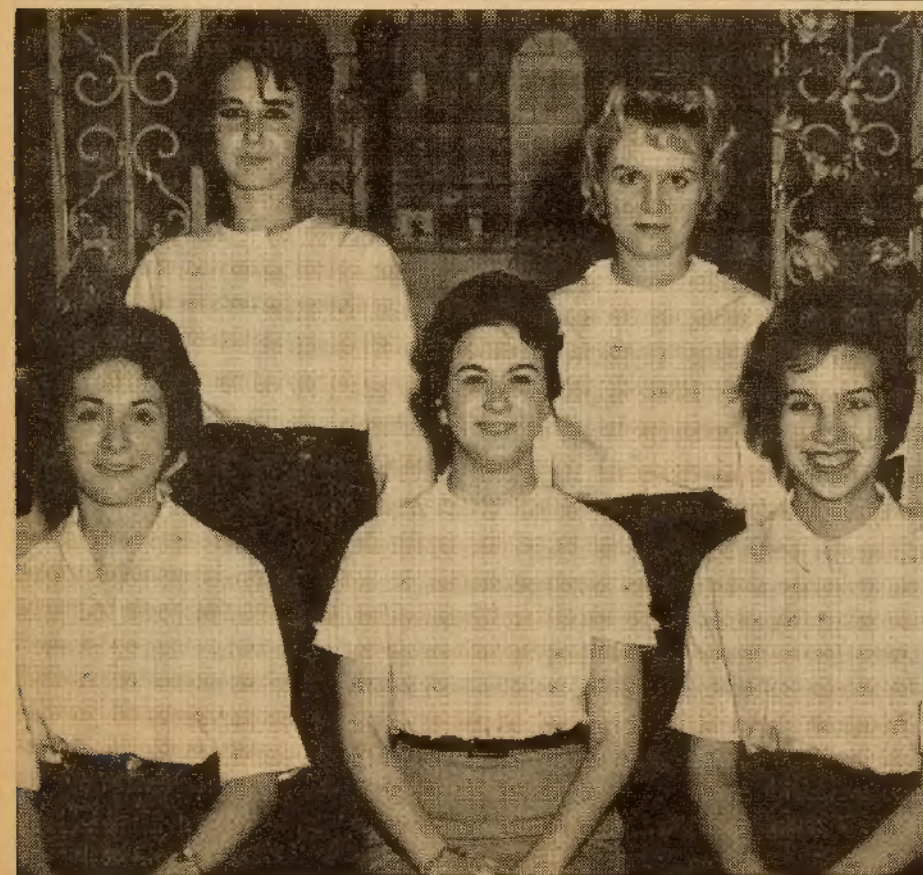
With pitcher John Zurawski keeping the Linde hitters in check, the Ballantine squad jumped off to an early lead in the play off tilt and stayed in front all the way.

The Ballantine victory avenged the only league defeat the Three Ring men had suffered all season. Linde had administered a 7-2 loss to the Ballantine squad in the second half of regular season play.

In all, the Three Ring men won 14 games and lost one during the league season.

Besides winning the Industrial League title, the team also won the Newark Industrial Softball Tournament which took place in August. Entered in the Eastern States Industrial Softball Tournament, the Ballantine squad won one game before being eliminated in the second round of tournament competition.

Frank Pulidore is the team's manager. Tony Kret and Len Scelfo are the co-captains.



NEW TEAM — This is the Brewers Gold team, a new entry in the Girls' Bowling League. Sitting, from left, are: Linda Faimali, Carole Cova and Pat Sydek. Standing, Alvina Sirschenko and Joyce Maurin.

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